

hillsdale veterinary group

march 2008



FEBRUARY DENTAL SPECIAL EXTENDED!



February was Dental Month at Hillsdale Veterinary Group, and we are pleased to announce that we performed more dental cleanings during that period than in any other month on record! This is great news for our patients, since routine dental care is one of the most important things owners can do to safeguard the health of their pets.

Because we were not able to accommodate everyone who wanted to schedule a dental cleaning in February, we are extending our special to cover teeth cleanings performed between now and March 15th. However, you must mention this e-newsletter to receive a **\$20 DISCOUNT** on your pet's dental procedure.

ALLERGIES AND YOUR PET

For many people, the coming of spring and summer can be accompanied by coughing, sneezing or itchy watery eyes. Seasonal allergies are a common annoyance for humans, but did you know that our pets can suffer from them too? Like us, pets have the potential to develop allergies to an almost infinite variety of substances in their food and environment. However, allergic pets do not display the same symptoms as humans, so recognizing and treating animal allergies is definitely a job for a veterinarian.

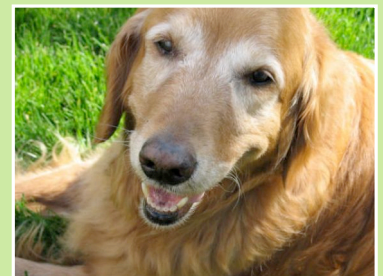
Allergy symptoms in dogs and cats can vary widely depending on the individual. One of the most common signs is itching, which can be focused in particular areas or generalized all over a pet's body. Allergic pets often scratch or rub at their ears, face or muzzle. Chewing or licking at the paws, tail base, anal or genital areas is also frequently observed. Some pets will resort to rubbing their faces and other body parts against abrasive carpeting in an effort to relieve the itch. This constant irritation can cause your pet's skin to become inflamed or infected. Many pets with underlying allergy issues suffer from chronic ear infections, rashes or hot spots. Frequently they require treatment for bacterial or fungal infections. Allergic animals can also display a wide variety of other symptoms including hair loss and even behavioral changes.

Animal allergies may show up in a variety of ways. Many of the symptoms described above can resemble other illnesses including hypothyroidism, autoimmune disorders, and even certain types of cancer. We can perform diagnostics to rule out these conditions and help develop an effective program to manage your pet's symptoms.



RUTHIE'S FUND

The Ruthie Fund was established in memory of "Ruthie" Gray, a golden retriever who lost her battle with cancer in 2006. Its purpose is to provide financial assistance for the care of pets suffering from sudden illness or injury. So far in 2008 the Ruthie Fund has helped two dogs receive the laboratory tests and surgery they needed.



Donations can be made to the Ruthie Fund at the Hillsdale Veterinary Group. Please ask a staff member for more information.

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